



**TITLE:** Sports Sales & Services Specialist

**REPORTS TO:** Director of Sports Development - Play Greenville, NC Sports

**STATUS:** Full Time/Salary

**HOURS:** Office hours are Monday - Friday, 8am - 5pm. Evening and weekend work is required to service events. Regional and out-of-state travel for industry meetings and conferences occasionally throughout the year. Schedule flexibility available to compensate for supporting and servicing events and travel outside of typical office hours to allow for work-life balance.

**Salary Range:** \$43,000 - \$50,000 dependent upon experience, with City of Greenville, NC benefits package equivalency, which will be discussed with the selected candidate.

**ABOUT THE GREENVILLE-PITT COUNTY CONVENTION & VISITORS BUREAU:**

The Greenville-Pitt County Convention & Visitors Bureau (Visit Greenville, NC) is the official destination marketing organization for Greenville-Pitt County. Our goal is to foster an environment of superior travel and tourism experiences in the leisure, meetings, and sports market segments, while generating significant economic impact for our destination and local tourism-related businesses. Play Greenville, NC Sports is an ancillary brand within our organization, whose staff are focused on bringing sports events to Greenville-Pitt County, furthering the development of our sports tourism infrastructure, and amplifying Greenville-Pitt County as a sports tourism destination.

**SUMMARY OF POSITION:**

The Sports Sales & Services Specialist supports sports sales efforts and assists with the planning and execution of sporting events hosted in Greenville and Pitt County. This position contributes to sports event recruitment efforts while playing a key role in event servicing, client support, and coordination with local stakeholders and partners, including the City of Greenville, NC Recreation & Parks Department, Pitt County Cultural Arts & Recreation, ECU Athletics, and the Greenville Convention Center to help ensure successful event delivery and positive experiences for event organizers and participants.

The Specialist assists with researching prospective event opportunities, supporting sales outreach and bid development, maintaining and updating CRM systems including Simpleview, Playeasy, and Mint+, and preparing for conferences, sales missions, and client engagement activities. This role also supports site visits and familiarization tours for prospective event organizers and provides operational support for events hosted in the destination.

Working closely with the Director of Sports Development, the Specialist helps support sports tourism growth by assisting with event recruitment efforts, strengthening relationships with event organizers and partners, and contributing to the successful planning and execution of sporting events in Greenville and Pitt County.

### **ESSENTIAL DUTIES & RESPONSIBILITIES:**

#### **Sports Sales Support**

- Assist with identifying and researching prospective sporting event opportunities
- Support bid development, proposals, and presentations
- Maintain accurate records of sports leads, bookings, and client interactions in CRM systems including Simpleview, Playeasy, and Mint+
- Assist with preparation for conferences, sales missions, and client outreach
- Support tracking of sports leads and follow-up communications
- Attend industry conferences, trade shows, and sales missions to support sports sales efforts and represent Play Greenville, NC Sports alongside the Director of Sports Development
- Maintain records of monthly sales and servicing activities and provide updates to support departmental reporting

#### **Event Servicing and Coordination**

- Assist with planning and logistics for sporting events hosted in Greenville and Pitt County
- Serve as an operational contact for event organizers during event planning and execution
- Support coordination with facility partners, including the City of Greenville Recreation and Parks Department, Pitt County Cultural Arts & Recreation, and ECU Athletics, along with hotels and vendors to assist with event logistics.
- Assist with hotel room block coordination and communication
- Provide on-site event support, including welcome services, client assistance, and troubleshooting
- Support the Director of Sports Development in delivering successful events and positive client experiences

#### **Site Visits and Partner Coordination**

- Assist with coordinating site visits and familiarization tours led by the Director of Sports Development

- Maintain communication with facility partners, including the City of Greenville Recreation and Parks Department, Pitt County Cultural Arts & Recreation, ECU Athletics, and the Greenville Convention Center along with hospitality stakeholders.
- Support relationship management efforts with sports organizers and partners
- Assist the Director of Sports Development with coordination of the Sports Commission Advisory Committee, including meeting preparation, communications, and logistical support.

#### **Destination Marketing Experience Team Collaboration**

- Assist the Director of Sports Development in providing sports-related event information and content to support marketing materials, announcements, and promotional efforts
- Support identification of opportunities to capture sports-related content from events, trade shows, and community activities
- Assist with maintaining accurate sports facility information and destination assets within platforms such as Playeasy and other internal marketing resources for use in promotional materials.
- Provide event updates and relevant information to support sports tourism marketing efforts

#### **Destination and Organizational Representation**

- Represent Play Greenville, NC Sports at community meetings, industry events, and professional associations
- Promote Greenville and Pitt County as a premier sports tourism destination
- Support broader Visit Greenville, NC initiatives and organizational goals

#### **QUALIFICATIONS:**

##### **Education and Experience**

- Bachelor's degree from an accredited institution in Sports Management, Hospitality, Tourism, Business, or a related field preferred; relevant professional experience will be considered in lieu of a degree
- One to three years of experience in sports, tourism, hospitality, event management, or a related field preferred

##### **Knowledge, Skills, and Abilities**

- Strong organizational and time management skills with the ability to manage multiple projects and priorities simultaneously
- Excellent written and verbal communication skills and strong interpersonal abilities
- Strong customer service and relationship management skills with the ability to provide a positive experience for event organizers and partners
- Strong attention to detail and ability to support coordination of event logistics
- Ability to work both independently and collaboratively within a team environment
- Proficiency in Microsoft Office and CRM platforms including Simpleview, Playeasy, and Mint+ preferred

### **PHYSICAL REQUIREMENTS:**

The work environment and physical demands described here are representative of those that must be met by an employee to successfully complete the essential functions of this job. Reasonable accommodations can be made to enable individuals with disabilities to perform essential functions.

- A majority of work tasks involve working indoors alone on the computer and/or over the phone, collaborating with team and community members, as well as tourism partners
- Tasks will involve extended periods of time at a computer, on a mobile device, or at a workstation and/or extended periods of time standing and walking
- Requires bending, squatting, sorting, kneeling, and reaching to ground level and overhead as required for tasks such as retrieving boxes of brochures and working events
- Must be able to hold, lift, grasp, carry, push or pull up to 50 pounds
- Ability to climb stairs while carrying objects up to 50 pounds in weight
- Work also involves occasional travel to attend local, state, regional, and national meetings, conferences, and events
- Must be able to occasionally work outdoors at community events as needed

### **TRAVEL REQUIREMENTS:**

Must have a valid North Carolina driver's license, current automobile insurance, and own or have access to an automobile when needed. Some local travel, mostly within Greenville-Pitt County, is required, but not extensive.

### **SALARY & BENEFITS:**

Visit Greenville, NC offers a competitive salary commensurate with experience and benchmarked against similar-size destination marketing organizations. Visit Greenville, NC is a part of the City of Greenville NC's benefit package.

Benefits include medical, dental, life insurance, options for short-and long-term disability, flexible benefits health savings account to designate pre-tax deductions and a wellness incentive program. There are 13 paid holidays, 12 days of PTO, and 12 sick days per year earned on an accrual basis. Visit Greenville, NC offers a tuition reimbursement plan, free parking, employee health clinic, and monthly reimbursement for use of personal mobile phone. Visit Greenville, NC participates in the state's defined benefit retirement pension plan, contributing more than 17% of your total earnings to the plan on your behalf with a required 6% employee match. There are also elective 401k, 457B, and Roth IRA programs available as well as optional supplemental insurance policies (accident, cancer, critical illness, etc.) available via payroll deduction.

A cell phone stipend will be provided. Travel outside of Pitt County with a personal vehicle will be reimbursed mileage based on annual IRS standard gas mileage rates. The Greenville-Pitt County Convention & Visitors Bureau (Visit Greenville, NC) also encourages and financially supports professional development opportunities for its employees.

**EQUAL OPPORTUNITY EMPLOYER:**

The Greenville-Pitt County Convention & Visitors Bureau (Visit Greenville, NC) is an equal opportunity employer. We do not regard race, color, religion, national origin, age, sex, pregnancy, marital status, disability, genetic information, veteran status, sexual orientation or any protected class characteristic when seeking to hire. This practice, in addition to hiring, applies to our recruiting, training, transfers, promotions, job benefits, pay, dismissal practices, social and recreational activities, and any other term or condition of employment.

The Greenville-Pitt County Convention & Visitors Bureau (Visit Greenville, NC) strives to be an inclusive and equitable organization. We are actively seeking a diverse pool of candidates from a variety of abilities, backgrounds, and cultures for consideration for this position.

**HOW TO APPLY:**

**Please send a resume, cover letter, and any other relevant supporting materials to:**

Ce'Nedra Dillard, STS, SDLT  
Director of Sports Development  
Play Greenville, NC Sports  
[CDillard@GreenvilleNC.Gov](mailto:CDillard@GreenvilleNC.Gov)

**The deadline to apply is Friday, May 22, 2026 by 5pm.**

**A background check and negative drug test will be required before starting employment.**